








**ADVERTISEMENTS ON A DATA NETWORK**

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**Abstract of WO9962011**

A method of conveying advertisements to a user terminal (1), wherein the user terminal (1) is coupled to the Internet (6) via a proxy server (5), and at least one content provider server (7) is also coupled to the Internet (6). The method comprises sending a Web page from the content provider server (7) to the proxy server (5) via the Internet (6), the Web page conveying visual information. At the proxy server (5), data conveying visual information relating to at least one advertisement is incorporated into the Web page, or appending thereto. The modified Web page is then sent from the proxy server (5) to the user terminal (1).

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## (57) Abstract

A method of conveying advertisements to a user terminal (1), wherein the user terminal (1) is coupled to the Internet (6) via a proxy server (5), and at least one content provider server (7) is also coupled to the Internet (6). The method comprises sending a Web page from the content provider server (7) to the proxy server (5) via the Internet (6), the Web page conveying visual information. At the proxy server (5), data conveying visual information relating to at least one advertisement is incorporated into the Web page, or appending thereto. The modified Web page is then sent from the proxy server (5) to the user terminal (1).

